



N.C.M.

CONTRACT

KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

<u>Contract / Revision</u>	<u>Alt Order #</u>
499207 /	06381942
<u>Product</u>	
HELLER 4 SENATE ADD	
<u>Contract Dates</u>	<u>Estimate #</u>
10/24/12 - 10/30/12	
<u>Advertiser</u>	<u>Original Date / Revision</u>
Dean Heller For Senate	10/17/12 / 10/17/12
<u>Billing Cycle</u>	<u>Billing Calendar</u>
EOM/EOC	Broadcast
<u>Station</u>	<u>Account Executive</u>
KVVU	Teresa Difuria
<u>Special Handling</u>	
<u>Demographic</u>	
Adults 35+	
<u>IDB#</u>	<u>Advertiser Code</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>

And:

Strategic Media Services
3299 K Street NW, Suite 200
Washington, DC 20007
USA

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	KVVU	10/24/12	10/26/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	3	\$2,175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/22/12	10/28/12	--WTF--				3	\$725.00			
N 2	KVVU	10/29/12	10/30/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	2	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/29/12	11/04/12	MT-----				2	\$725.00			
N 3	KVVU	10/24/12	10/26/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/22/12	10/28/12	--WTF--				3	\$700.00			
N 4	KVVU	10/29/12	10/30/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/29/12	11/04/12	MT-----				2	\$700.00			
N 5	KVVU	10/24/12	10/26/12	Extra	M-F 7-730p		:30			NM	3	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/22/12	10/28/12	--WTF--				3	\$625.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/22/12-10/28/12	Extra	M-F 7-730p	---WThF----	:30		\$625.00	NM		
			See MG 5.4,5.5									
	2	KVVU	10/22/12-10/28/12	Extra	M-F 7-730p	---WThF----	:30		\$625.00	NM		
			See MG 5.4,5.5									
	4	KVVU	10/24/12-10/25/12	Extra	M-Sa 8-10p/Su 7-1---WTh-----		:30		\$625.00	NM		
			④ MG for 5.2,5.1									
	5	KVVU	10/24/12-10/25/12	Extra	M-Sa 8-10p/Su 7-1---WTh-----		:30		\$625.00	NM		
			④ MG for 5.2,5.1									
N 6	KVVU	10/29/12	10/30/12	Extra	M-F 7-730p		:30			NM	2	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/29/12	11/04/12	MT-----				2	\$625.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	KVVU	10/29/12-11/04/12	Extra	M-F 7-730p	MTu-----	:30		\$625.00	NM		
			See MG 6.3									
	3	KVVU	10/29/12-10/29/12	Extra	M-Sa 8-10p/Su 7-1M-----		:30		\$625.00	NM		
			④ MG for 6.2 10/29									

Totals

15 \$10,250.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



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25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

<u>Contract / Revision</u>	<u>Alt Order #</u>	
499207 /	06381942	
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/24/12 - 10/30/12	HELLER 4 SENATE AD	
<u>Advertiser</u>		<u>Original Date / Revision</u>
Dean Heller For Senate		10/17/12 / 10/17/12

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	9	\$6,150.00	\$5,227.50
10/29/12 - 10/30/12	6	\$4,100.00	\$3,485.00
Totals	15	\$10,250.00	\$8,712.50

Signature: _____ **Date:** _____

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REP HEADLINE# 6381942 TRF# 499207
\$\$\$ UNAPPROVED REV #1 \$\$\$

FAX# 610-225-1190
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT OCT17/12 16.26
* * CHANGES * * *** KVUU-TV ***

ADV # _____ ADV. NAME POLI/D HELLER/R/SEN/NV
REP. # _____ OFF. # 762 SALESMAN # _____

AGY # 1751 AGY. NAME STRATEGIC MEDIA SERVICES
BUYER NAME NEIL WILLIAMS

3299 K. STREET NW, SUITE 200
WASHINGTON, DC 20007

SALES PRSN PH- TERESA DIFURIA

ORDER # _____ CONTRACT # 6381942 CLASS: NATL. LOCAL REGIONAL

PRDCT HELLER 4 SENATE ADD EST# _____ COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT24/12 OCT30/12 WK-1

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED

REP: TO ROSE

FR NIKKI
OK'D MI SEE LINES 7-8

TOTAL SAME
PLS CNF THANKS

STA:

CON CM **** THIS IS A CASH IN ADVANCE SCHEDULE ****

:LINE#:REP :CD: TIME PERIOD : LGTH : SEC : RATE : START : END :SPSTS: WEEK : DAYS :TOTAL:
: :LINE#: : : : : : : DATE : DATE : /WK: INVT : :SPSTS:

5	S	700P-730P	30	\$625.00	10/24	10/26	1	W-F	1
PROGRAM : EXTRA CON COM1: MAX 1X DAY									

7	A	900P-930P	30	\$625.00	10/24	10/25	2	W-TH	2
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PROGRAM : EXTRA

ORD COM1: SPOTS N/A DUE TO BASEBALL. PRE-BOOKED PLS APPROVE.
THIS IS A MAKE-GOOD FOR OCT24 ON LINE-5 FOR 2 SPOTS/WK
THIS IS A MAKE-GOOD FOR OCT29 ON LINE-6 FOR 1 SPOT/WK

8	A	900P-930P	30	\$625.00	10/29	10/29	1	MON	1
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PROGRAM : EXTRA
ORD COM1: SPOTS N/A DUE TO BASEBALL. PRE-BOOKED PLS APPROVE.
PART OF A MAKEGOOD MADE UP OF LINES 7-8

REP HEADLINE# 6381942 TRF# 499207
\$\$\$ UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!:
ORDER WORKSHEET HARRIS REPORT FROM REP OCT17/12 16.26
CHANGES *** KVUU-TV ***

LINE#:	REP	CD:	TIME	PERIOD	: LGTH	: SEC	: RATE	: START	: END	: SPTS:	WEEK :	DAY	: TOTAL:	: SPTS:
:	: LINE#:	:	:	:	:	:	:	: DATE	: DATE	:	/WK:	INVT :		
6	S	700P-730P			30		\$625.00	10/29	10/30	1		M-TU		1
PROGRAM : EXTRA CON COM1: MAX 1X DAY														
STATION MAKEGOOD OFFERS: MISSED: W-F/700P-730P M1 OK'D BUY#5 M-TU/700P-730P BUY#6 OFFER: W-TH/900P-930P & MON/900P-930P CMT: SPOTS N/A DUE TO BASEBALL. PRE-BOOKED PLS APPROVE.														
OCT/12	\$6,150.00	NOV/12			\$4,100.00									
CONTRACT TOTAL TOTAL SPOTS 10250.00 15														

MARKET TOTALS \$56,944 KVUU 18% KSNV 30% KLAS 27% KTNV 18% KVMY 6% KVCW 1% CABL 0%
SVC- NSI
DEMOs- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

REP HEADLINE# 6381942
*** ORIGINAL REV#0 ***

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

OCT 17 / 12 15 . 14
*** KVUU-TV ***